

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #«SIS»
«NAME»
«ACCOUNT»

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear «GREETING»:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you «PCS» per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «RJR_CC»

«DA_CC»

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

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«ACCOUNT»

AUGUST DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED*****

PRODUCT PO # «PPO»; DISPLAYS PO # «DPO»

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	«STYLE1»
12300-24195	Full Flavor 100	«STYLE2»
12300-24196	Light	«STYLE1»
12300-24197	Light 100	«STYLE3»

PRODUCT / DISPLAYS ARRIVAL:

JULY «PDATE», 1998

SHIP DATE TO RETAIL:

WEEK OF: AUGUST «RDATE», 1998

EFT \$ AMOUNT:

\$«EFT»

PACKING / SHIPPING PAYMENT

\$«PYMT»
(«CS» (6M) promoted case(s) @ «PCS»).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

AUGUST DELIVERY

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Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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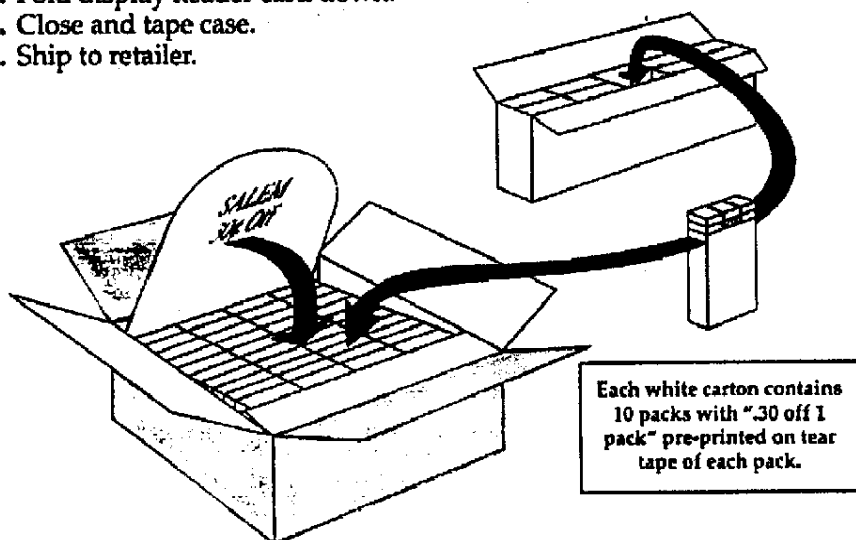
WHOLESALE PACKING INSTRUCTIONS

SALEM TEAR TAPE 3RD QTR.'98

August SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541984

MSA Promotion Reporting Description: SAL_98_30/1_PK_

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

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6/3/98

Workplan Logistics
Program Contact: Lori O'Connor # 3019

I. Selling/Execution Detail

Month: August

Promotion: SALEM Tear Tape (.30¢ off 1 Pack)

Promotion #: 800438 Drive period 808 for promotional product orders Pre-Sleeved: No

Item #: 541964 Display Shipper

Segment: Partner Pack Outlets as "Identified" on grid for SALEM

SKU Quantity: 40

Placement/MSA Reporting: S A L 9 8 . 3 0 / 1 P K

Reporting Dates: 8/10 - 10/2/98

Promotion Details: 1) **Promotion Description:** SALEM 30¢ off 1 pack tear tape. Product is in white promotional cartons.
2) **Materials Description:** SALEM 40-Pack Display/Shipper (1 SKU) includes Paster #541970 available in eaches. Pack Replica POS #541973
3) **Recommended Displays:** #541964
4) **Special Instructions:** Please ensure adequate POS - Pack Replica and pasters are available to the field, usage has been minimal to date.

Pricing Details: - Invoice Description: SAL 98 .30/1 PK
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: NA

Product UPC:	Packs	*Carton	Cases
FF 85	0 12300-12039	9 724461000	24194
LT 85	0 12300-12439	9 724458000	24196
FF 100	0 12300-12239	9 724462000	24195
LT 100	0 12300-12539	9 724460000	24197

VAP Payment Per 6M Case: 1) **Pack Only:** \$4.75 per promoted 6M case (\$0.64 per SKU of 40).
2) **Pack and Ship:** \$7.00 per promoted 6M case (\$0.94 per SKU of 40)

II. Promotion Timing

Allocations Available: 6/29/98

Model Available: Stub model will be used to obtain quantities

Allocation Adjustment to Model: Prior to 6/26/98 close of business

Templates Available: 6/29/98

Allocations to Direct Level by Winston-Salem: 6/29/98

First Order Date: 7/6/98

First Delivery Date to Direct Accounts: 7/27/98

Roll Remaining Allocations to Next Drive Period: Will not apply in August

VAP/Delivery Date to Retail Accounts: 8/10/98

Last Delivery Date to Direct Accounts: 8/28/98

- * Promotional carton UPC will not be printed on carton. Provided for communication purposes only to direct accounts as needed.

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6/3/98

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